

### *Claims*

1-44. (Previously Canceled)

45. (Currently Amended) A method for distributing medical information stored on a computer system to a group of physicians, the method comprising:

at a server in said computer system:

identifying a group of physicians from multiple physicians[[,]] by  
examining respective profiles of each respective physician of the group of physicians;

generating an interactive message comprising:

customizing at least a portion of said medical information  
stored on the computer system to said identified group based on said respective profiles; and

including objects that physicians in the group can select to  
respond to, or dispose of, the interactive message;

receiving, at the server, a signal from a respective handheld computing  
device operated by a respective physician of the group of physicians, wherein said  
synchronization signal indicates an availability of said respective handheld computing device  
for receipt of said interactive message; and

in response to said signal, automatically transmitting said interactive  
message from the computer system to said respective handheld computing device.

46. (Previously Presented) The method of claim 45, wherein said identifying is based on information selected from the group consisting of: a practice area of each respective physician of the group of physicians; a number of prescriptions written by each respective physician; a Drug Enforcement Agency number of each respective physician, a medical education number of each respective physician, and or any combination of the aforementioned.

47. (Previously Presented) The method of claim 45, wherein said identifying is based on a medical education number of each respective physician of said group of physicians.

48. (Canceled)

49. (Previously Presented) The method of claim 45, wherein the interactive message includes an interactive question directed to the physicians in the group.

50. (Previously Presented) The method of claim 45, wherein the interactive message includes a question asking the respective physician of the group of physicians if the respective physician would like further information on a certain medical topic.

51. (Previously Presented) The method of claim 45, wherein the interactive message includes an inquiry whether said physicians wish to receive Continuing Medical Education (CME) at the handheld computing device.

52. (Previously Presented) The method of claim 51, wherein the Continuing Medical Education includes educational materials or multiple choice exams.

53. (Previously Presented) The method of claim 45, further comprising, after said transmitting, receiving a response from said respective physician of said group of physicians.

54. (Previously Presented) The method of claim 53, further comprising, sending further medical information to said respective physician of the group of physicians based on said response.

55. (Previously Presented) The method of claim 45, wherein the interactive message includes an inquiry whether said physicians wish to receive Continuing Medical Education (CME) at respective handheld computing devices, and said method further comprises, after said transmitting, receiving a response from said respective physician of said group of physicians, and transmitting CME educational materials or multiple choice exams to said respective handheld computing device operated by said respective physician of said identified group of physicians if said response indicated that said respective physician of said group of physicians wishes to receive Continuing Medical Education (CME).

56. (Previously Presented) The method of claim 45, wherein said generating further comprises associating an expiration date with said interactive message, such that said interactive message expires after a predetermined time.

57. (Previously Presented) The method of claim 45, wherein said generating further comprises associating an expiration date with said interactive message, such that said interactive message expires after a predetermined time and is thereafter removed from said respective handheld computing devices.

58. (Previously Presented) The method of claim 45, wherein said interactive message is configured to be automatically displayed to said respective physician of said identified group of physicians once downloaded to said respective handheld computing device.

59. (Previously Presented) The method of claim 45, wherein said receiving further comprises receiving, from said respective handheld computing device, an amount of interactive messages stored on said respective handheld computing device; and if said amount is above a maximum amount, storing said interactive message on the server instead of transmitting said interactive message to said respective handheld computing device.

60. (Previously Presented) The method of claim 45, further comprising repeating said generating and transmitting steps for multiple interactive messages.

61. (Previously Presented) The method of claim 45, wherein said respective handheld computing device is configured to store a set maximum amount of messages at any one time.

62. (Previously Presented) The method of claim 45, further comprising prioritizing the interactive message by a category selected from the group consisting of: an expiration date, importance, and urgency.

63. (Previously Presented) The method of claim 45, further comprising:  
storing medical data in a database on the server; and  
communicating at least some of said medical data from said database to said respective handheld computing device in response to a connection signal received from said respective handheld computing device.

64. (Previously Presented) The method of claim 63, further comprising, before said storing, aggregating said medical data from multiple sources.

65. (Previously Presented) The method of claim 64, wherein said aggregating step further comprises collecting medical data from a group consisting of: formulary data, pharmacopeia data, and any combination of the aforementioned.

66. (Previously Presented) The method of claim 63, wherein said communicating said medical data further comprises:

receiving a request for medical data from said respective handheld computing device;  
and

responding to the request by sending at least a portion of said medical data to said respective handheld computing device.

67 - 88. (Canceled)

89. (Previously Presented) The method of claim 45, wherein examining the profile includes examining, for each physician of the identified group of physicians, count data, said count data recording access time and frequency, and input data, said input data tracking all input for each physician of the identified group of physicians.

90. (Previously Presented) The method of claim 45, wherein the objects include answers each respective physician of the identified group of physicians can select without typing text.

91. (Previously Presented) The method of claim 45, including, after said transmitting, receiving, in response to a second signal, a selection of a negative response object or a positive response object in the interactive message, wherein the selection is one click on either the negative response object or the positive response object.